

CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for targeting information, comprising:
2 determining a plurality of information segments;
3 determining a social index of at least one person;
4 selecting one of said plurality of information segments based, at least in part, on
5 said social index; and
6 providing a notification of said one of said plurality of information segments.
- 1 2. The method of claim 1, further comprising:
2 providing said one of said plurality of information segments.
- 1 3. The method of claim 2, wherein said providing said one of said plurality of
2 information segments includes at least one of the following:
3 serving said information segment;
4 downloading said information segment;
5 inserting said information in print material;
6 emailing said information segment; and
7 including said information segment in an electronic communication.
- 1 4. The method of claim 1, wherein said determining a plurality of information
2 segments includes at least one of the following:
3 receiving one or more of said plurality of information segments from a third party
4 device;
5 retrieving one or more of said plurality of information segments from a database;
6 retrieving one or more of said plurality of information segments from a third
7 party;

8 requesting delivery of one or more of said plurality of information segments;
9 assigning a respective social index to each of said plurality of information
10 segments;
11 receiving a notification of an assignment of a respective social index to each of
12 said plurality of information segments;
13 receiving an electronic address from where at least one of said plurality of
14 information segments can be retrieved;
15 receiving an electronic address from where at least one of said plurality of
16 information segments can be requested; and
17 receiving an electronic address from where at least one of said plurality of
18 information segments is stored.

1 5. The method of claim 1, wherein said determining a social index of at least one
2 person includes at least one of the following:
3 receiving a notification of said social index;
4 accessing a database where social index information is stored;
5 retrieving said social index; and
6 requesting delivery of social index information.

1 6. The method of claim 1, wherein said selecting one of said plurality of information
2 segments based on said social index includes at least one of the following:
3 comparing said social index to a social index associated with at least one of said
4 plurality of information segments;
5 selecting one of said plurality of information segments that has a social index that
6 meets said social index.

1 7. The method of claim 1, wherein said providing a notification of said one of said
2 plurality of information segments includes at least one of the following:

3 providing said one of said plurality of information segments to at least one person
4 having or exceeding said social index.
5 serving said one of said plurality of information segments;
6 downloading said one of said plurality of information segments;
7 retrieving said one of said plurality of information segments;
8 including said one of said plurality of information segments in said notification;
9 providing said one of said plurality of information segments to one or more user
10 devices;
11 providing an electronic communication indicative of said information segment;
12 providing data indicative of said one of said plurality of information segments;
13 providing an electronic address where said one of said plurality of information
14 segments can be found;
15 providing an electronic address from where said one of said plurality of
16 information segments can be requested; and
17 providing an electronic address from where said one of said plurality of in
18 information segments can be retrieved.

1 8. The method of claim 1, wherein said information segment includes at least one of
2 the following:

3 a print advertisement;
4 an electronic advertisement;
5 educational materials;
6 entertainment;
7 a promotion;
8 an email message;
9 a coupon;
10 a membership application;
11 a Uniform Resource Locator;
12 an image;

13 software code;
14 an electronic signal;
15 rich media;
16 audio material;
17 text material; and
18 an animation.

1 9. The method of claim 1, further comprising:
2 providing said one of said plurality of information segments to at least one person
3 having or exceeding said social index.

1 10. The method of claim 1, wherein said notification includes at least one of the
2 following:
3 data indicative of said social index;
4 said one of said plurality of information segments;
5 data indicative of said one of said plurality of information segments;
6 an electronic address where said information segment can be found;
7 an electronic address from where said information segment can be requested; and
8 an electronic address from where said information segment can be retrieved.

1 11. The method of claim 1, further comprising:
2 providing said notification to at least one other person associated with said
3 person.

1 12. The method of claim 11, further comprising:
2 determining said at least one other person associated with said person.

1 13. The method of claim 12, wherein said determining said at least one other person
2 associated with said person includes at least one of the following:

3 determining at least one other person meeting said social index;
4 determining at least one person included in a buddy list of said person;
5 determining at least one person who has been in electronic communication with
6 said person;
7 determining at least one person who has participated in a chat session with said
8 person;
9 determine at least one person who has made a telephone call to said person;
10 determine at least one person who has received a telephone call from said person;
11 determining at least one person who has received an email message from said
12 person; and
13 determining at least one person who has sent an email message to said person.

1 14. The method of claim 1, further comprising:
2 receiving a request to determine said social index of at least one person.

1 15. The method of claim 1, further comprising:
2 adjusting said social index.

1 16. The method of claim 1, wherein said social index of said at least one person is
2 based, at least in part, on at least one of the following:
3 a number of addresses associated with said at least one person;
4 a number of entries in a buddy list associated with said at least one person;
5 a number of buddy lists in which said at least one person is included;
6 a typing speed associated with said at least one person;
7 a number of emails sent by said at least one person;
8 a number of emails received by said at least one person;
9 a number of chat sessions participated in by said at least one person;
10 a number of chat messages posted by said at least one person during a chat
11 session;

12 a number of chat messages viewed by said at least one person during a chat
13 session;
14 a number of people carbon copied to by said at least one person when sending an
15 email message;
16 a number of times said at least one person carbon copies at least one other person
17 when sending an email message;
18 a number of Web pages browsed by said at least one person;
19 a number of telephone calls made by said at least one person;
20 a number of telephone calls received by said at least one person;
21 a number of facsimiles sent by said at least one person;
22 a number of facsimiles received by said at least one person;
23 a number of printouts made by said at least one person;
24 a number of emails expected to be sent by said at least one person;
25 a number of emails expected to be received by said at least one person;
26 a number of chat sessions expected to be participated in by said at least one
27 person;
28 a number of Web pages expected to be browsed by said at least one person;
29 a number of telephone calls expected to be made by said at least one person;
30 a number of telephone calls expected to be received by said at least one person;
31 a number of facsimiles expected to be sent by said at least one person;
32 a number of facsimiles expected to be received by said at least one person; and
33 a number of printouts expected to be made by said at least one person.

1 17. The method of claim 1, wherein said social index of said at least one person is
2 based, at least in part, on at least one of the following:
3 a number of email addresses associated with said at least one person;
4 a number of postal addresses associated with said at least one person;
5 a number of telephone numbers associated with said at least one person;
6 a social index of at least one other person;

7 an occupation of said at least one person;
8 an affiliation with a group by said at least one person;
9 a residence of said at least one person;
10 a credit rating of said at least one person;
11 a purchasing history of said at least one person;
12 a geographic location of said at least one person;
13 an amount of media usage by said at least one person;
14 texture of a communication sent by said at least one person;
15 texture of a communication received by said at least one person;
16 texture of a posting made by said at least one person;
17 a number of postings made by said at least one person on a bulletin board; and
18 a number of postings made by said at least one person in a newsgroup.

1 18. The method of claim 1, wherein said social index of said at least one person is
2 based, at least in part, on at least one of the following:
3 a rate of change of a size of buddy list associated with said at least one person.
4 a number of emails sent by said at least one person during a designated period of
5 time;
6 a number of emails received by said at least one person during a designated period
7 of time;
8 a number of chat sessions participated in by said at least one person during a
9 designated period of time;
10 a number of Web pages browsed by said at least one person during a designated
11 period of time;
12 a number of telephone calls made by said at least one person during a designated
13 period of time;
14 a number of telephone calls received by said at least one person during a
15 designated period of time;

16 a number of facsimiles sent by said at least one person during a designated period
17 of time;
18 a number of facsimiles received by said at least one person during a designated
19 period of time; and
20 a number of printouts made by said at least one person during a designated period
21 of time.

1 19. A method for targeting information, comprising:
2 determining a social index associated with an information segment;
3 determining at least one person meeting said social index; and
4 providing a notification of said at least one person.
5

1 20. The method of claim 19, wherein said determining a social index associated with
2 an information segment includes at least one of the following:

3 receiving a notification of said social index associated with at least one
4 information segment;
5 accessing a database where social index information is stored;
6 computing a social index for at least one information segment;
7 retrieving said social index associated with at least one information segment; and
8 requesting delivery of social index information for at least information segment.

1 21. The method of claim 19, wherein said determining at least one person meeting
2 said social index includes at least one of the following:

3 comparing said social index to each of a plurality of social indexes associated
4 with a respective plurality of people;
5 receiving a notification of said social index for at least one person;
6 computing a social index for at least one person
7 accessing a database where social index information of at least one person is
8 stored;

9 retrieving said social index; and
10 requesting delivery of social index information for at least one person.

1 22. The method of claim 20, wherein said providing a notification of said at least one
2 person includes at least one of the following:

3 emailing said notification to an email address associated with said at least one
4 person;

5 sending said notification to a user device associated with said at least one person;

6 sending said notification to a device associated with a provider of said
7 information segment;

8 sending said notification to a device associated with a distributor of said
9 information segment;

10 including an identifier of said at least one person in said notification;

11 including a name of said at least one person in said notification;

12 including an email address of said at least one person in said notification;

13 including said information segment in said notification;

14 including an electronic address where said information segment can be found in
15 said notification;

16 including an electronic address from where said information segment can be
17 requested in said notification; and

18 including an electronic address from where said information segment can be
19 retrieved in said notification.

1 23. The method of claim 19, further comprising:

2 providing said information segment to said at least one person.

1 24. The method of claim 19, further comprising:

2 providing said information segment to said at least one person.

- 1 25. The method of claim 19, further comprising:
2 assigning a social index to said information segment.
- 1 26. A system for targeting information, comprising:
2 a memory;
3 a communication port; and
4 a processor connected to said memory and said communication port, said
5 processor being operative to:
6 determine a plurality of information segments;
7 determine a social index of at least one person;
8 select one of said plurality of information segments based, at least in part,
9 on said social index; and
10 provide a notification of said one of said plurality of information
11 segments.
- 1 27. A system for targeting information, comprising:
2 a memory;
3 a communication port; and
4 a processor connected to said memory and said communication port, said
5 processor being operative to:
6 determine a social index associated with an information segment;
7 determine at least one person meeting said social index; and
8 provide a notification of said at least one person.
- 1 28. A computer program product in a computer readable medium for targeting
2 information, comprising:
3 first instructions for identifying multiple information segments;
4 second instructions for identifying a social index associated with at least one
5 person;

6 third instructions for selecting one of said multiple information segments based, at
7 least in part, on said social index; and
8 fourth instructions for sending data indicative of said one of said multiple of
9 information segments.

1 29. A computer program product in a computer readable medium for targeting
2 information, comprising:
3 first instructions for identifying a social index associated with an information
4 segment;
5 second instructions for identifying at least one person meeting said social index;
6 and
7 third instructions for sending data indicative of said at least one person.